

THE HOME NEWS
— FOR —
ARDENODE
BAINTREE
CHANCELLOR
CARSLAND
CHEADLE
CRAIGANTLER
DALROY
DALEMEAD
IRRICANA
KEOMA

THE STRATHMORE STANDARD AND BOW VALLEY

Official paper of M. D. Keoma, No. 249, M. D. Grasswold, No. 248; and M. D. Bow Valley, No. 219.

VOL. XVIII, No. 9

Strathmore, Alberta, January 5th, 1927

Subscription per Annum, \$2.00, Foreign \$2.50

STRATHMORE FIRE BRIGADE SAVES \$80,000 LOSS

EXCELLENT FIRE SERVICE AND EQUIPMENT

Early Sunday morning, the firemen were summoned to the King Edward Hotel block, where a fire had broken out in the premises occupied by the Strathmore Meat Market.

The fire was discovered by John Robinson, the night watchman at the hotel. He saw the reflection in the window of Mrs. Keam's confectionery, and rushed to give the alarm, thinking the fire was in the candy store. However, he discovered that the fire was in Mr. Hirtle's butcher shop.

The guests of the hotel were aroused and an attempt made with a fire extinguisher, and the alarm turned in for the fire brigade, which responded very speedily.

Chief McFarland soon had the chemical engines on the job, and did particularly effective work in holding the conflagration in check until the new motor supplied the pump with energy to force the water clearly over the top of the building.

From that time it was a most persistent fight that was required to meet the conditions that arose, the fire continuing to break out at different points. The butcher shop was badly wrecked, and the fixtures practically ruined.

The flames crept through the sides of the sample rooms and post office, and through the ceiling into Gatenby & Fisher's store, where only by the superhuman efforts of the members of the brigade, was the fire controlled, but where no end of damage from water and smoke was done.

Even away back in the office the water and smoke were much in evidence.

From the burning floors the flames crept up to the first floor of the King Edward Hotel, where several rooms were damaged badly, and great danger created by the flames reaching the stairway.

Constant tate made a tour of all the rooms to make sure that all occupants had been aroused, and found one door locked from which he was unable to get an answer. Placing his hands firmly against the door, he succeeded in bursting it in and discovered a young man, named Rex Howard, of Cayley, in a condition of semi-consciousness from which he had considerable trouble in arousing him, and assisted him outside, where he proceeded in completing his toilet.

The Mayor and Councilors certainly met with a most hearty endorsement for their foresight in having the necessary fighting equipment, which was promptly provided, together with the splendid service rendered by the Fire Brigade, a conflagration which might quite easily surpass the one of a few years ago.

The fire was practically extinguished within two hours, but a number of the firemen remained on duty until the morning.

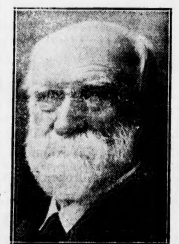
This was the second fire that had broken out in the King Edward Hotel Block within three months.

During the fire Luke Ring removed his entire equipment across the street and suffered the loss of a smashed shoe case. Frank Miller, but only a heavy loss to his household effects, and the loss and carpets of the three and carpets of the three.

J. H. Martin has a badly damaged bunch of staff to handle, and no end of trouble and inconvenience.

He, and the staff, by working only a few hours, solved the puzzle, and at the same time gave the public a service at one and the same time.

Through making use of improvised boxes and a continuous performance of sorting and re-sorting, the people received their mail on Monday almost as promptly as though the waste service had not been dislocated. So efficient was this service that many people would never have known that a fire had taken place, except when damaged parcels were being delivered.



HON. G. C. DESAUTELS, a member of the Canadian Senate, will be 100 years old next September, and is not only the oldest legislator in Canada, but perhaps the oldest in the world. When Parliament opened recently he walked to his seat without assistance, and his handwriting is bold and firm, showing no sign of his great age.

SASKATCHEWAN SHIPPED THOUSANDS OF TURKEYS

REGINA, Sask.—Thousands of dressed turkeys and chickens left Saskatchewan for the eastern provinces and the United States to supply the Christmas needs. The shipments were made mostly out of Regina and Saskatoon, and were consigned to New York, Chicago, Boston, Toronto, Montreal, Hamilton and other points.

MAJORITY STOCK OWNED IN GREAT BRITAIN

Montreal, Que.—According to a recent statement of E. W. Beatty, Chairman and President of the Canadian Pacific Railway, the record of the railway's common stock as at June 30th, 1926, indicates that 52 1/2 per cent. is held in Great Britain, 19 per cent. in Canada and 19 per cent. in the United States.

FIFTY THOUSAND MEN EMPLOYED IN WOODS

QUEBEC, Que.—Over 50,000 men are now engaged in lumber operations in the various sections of the province, according to figures collected by the Department of Lands and Forests, and over 4,000 camps are being used to accommodate them. The year appears to be a record one, according to advance estimates, and exploitation is said to be going on such scale as much wider scale.

THE DEATH OF T. H. BUCKERFIELD

Early on Tuesday morning T. H. Buckerfield, who has been in poor health for some time, passed away very suddenly.

He had been around as usual the day previous, and had also been in Strathmore a few days, during which time he called upon Mr. T. M. Wears. The illness from which he had been under treatment was in connection with his heart, for which he was always supplied with a treatment. He called to Mrs. Buckerfield to get him some of the treatment, which she immediately did, but before she could return he had expired.

Mr. Buckerfield had been a resident of this district for about fifteen years, and was very generally respected by each and all with whom he had come in contact.

He was born in Birmingham, England, and had reached the age of 85 years.

He is survived by his wife, whom he married in the state of New Jersey. The funeral services will be conducted by the Rev. Mr. Hawkins, of Rockyford, on Thursday at 1 p.m., and the interment will take place at Strathmore.

THE BIG LOSS ADJUSTED

Gatenby & Fisher have secured an adjustment of their loss in the recent fire, and in this issue are announcing a big fire sale, to begin on Saturday, January 8th. In next week's Standard they will be in a position to give more details of the bargain that will be represented at such prices that will well repay for any cleaning and laundry work that may be necessary.

This sale should be a humdinger, goes without saying, as the actual damage by fire was only slight, the big loss being made by water and smoke, and the thrifty housewife knows how to overcome such difficulties.

It is almost impossible to talk to any one on the staff, as they are doing a two-week getting ready for the big event on Saturday morning at 9 a.m.

THE NEW WHEAT "RED BOBS 222"

Edmonton, Alberta.—The new wheat known as "The University 222," which has attracted favorable notice in Central Alberta during the past season, will be sold by the organized growers in the Edmonton district under the name of "Red Bobs 222" by special permit from Ottawa. There will be 28,000 bushels available for next spring.

AIRPLANE SERVICE IN OPERATION NEXT JUNE

QUEBEC, Que.—Early in June next year, it is announced, a regular airplane service between Chicoutimi, Montreal and Toronto will be inaugurated by the Canadian Transcontinental Airways Company—a corporation which has just received its letters patent. The airplanes or hydroplanes will make stops at Riviere du Loup, Three Rivers, Montreal and Ottawa.

PEACE RIVER TO THE FORE

Peace River problems will receive early attention in the Alberta legislature when the session opens, since Hugh Allen, U.P.A. member for Peace River, has been selected to move the reply to the Speech from the Throne. D. H. Walker, U.P.A. member for Claresholm, will second the reply.

INCIDENTS OF THE BIG FIRE

John Givens, while chopping the wall in Gatenby & Fisher's, made a discovery of a roll of wallpaper and a sack of iron.

Miss Sally Wright was a most effective "fireman," in connection with chemical engine.

Joseph Van Tighem (telling Councilor Schulte what he thought of him for not waking him up).

"Jim" Moran explaining how he missed his first fire in many years. Rev. A. H. Howe showing the boys something about handling the business end of a fire hose.

Chief McFarland most efficiently directed the course of any person who attempted to issue orders.

It was most interesting to watch Constable Tate apply his new patent double-back acting slide valve in head kickmotor to revive Rex Howard.

"Pa" Saunders upsetting William's bed, saying, "she's going this time." Frank Miller wearing his wife's hat and looking for another distinguisher, and calling "Hurry down, boys, hurry, quick! Quick! She's gone," he moaned.

Fred Anderson asked for the hose, and got it where "many were the breads."

"Bill" Tierney was a heavy loser at the fire, having suffered the loss of his personal baggage—one lonely shirt, which had been presented to him as a mark of appreciation by a number of his Amador friends in 1913. Bill had the shirt insured, but in the excitement he lost the policy, hence "Sunny Jim" Murphy, the insurance adjuster was helpless in settling the claim.

King Kelly appointed by Constable Tate to keep people from going up stairs in the hotel the night of the fire, had an awful argument with the landlord.

Jim Martin's Gordon Setter was almost smothered, in the Post Office building.

Mrs. G. F. Kearns and staff were busy supplying sandwiches and coffee.

The insurance carried upon the buildings and stocks in the King Edward Block, totalled approximately \$80,000.00, and would have been a total loss, but for the efficiency of the Strathmore Fire Brigade, and the equipment recently installed, and the insurance companies will probably not be assessed more than \$20,000 to cover all the losses.

Frank Miller coming down the stairs, carrying a canary in each hand and calling to "Shurry" to hurry and save the ponies.

The secret is out—why Ted Schulte missed the fire alarm. He had attended the banquet of the Bassano Fire Brigade the night previously, and he certainly DID need some sleep.

ATTENTION FIRE BRIGADE

A meeting of the members of the Fire Brigade will be held in the Town Hall at 8 p.m. on Friday, January 7th, to receive claims for damage to clothing, etc. Any claims for damage to the Fire Brigade, who were called into service, are also requested to present any claims they may have for damage.

FIRE BRIGADE RECEIVES PRAISE AND RECOGNITION

A regular meeting of the Town Council was held on Tuesday night with Mayor Bell presiding, and Councilors Miller, Moore, Schulte, Bailey and Quinn present.

Secretary-treasurer T. M. Wears read the minutes, which were confirmed.

The secretary was instructed to get further information from the Compensation Board in regard to protection for the members of the Volunteer Fire Brigade.

The matter of inspection of Hirtle's Theatre was reported upon by Councilor Bailey, who suggested that he thought it advisable to have the opinion of an expert. The plans of the building were presented and examined, and it was decided that as far as they could judge, everything was satisfactory, but that it would be advisable to submit to an architect for further confirmation.

Councilor Schulte reported that Mr. Hirtle was proceeding with the work in connection with fixing up the pump house.

Frank Miller, on behalf of the Calgary Brewing Co. Ltd., presented a check for \$25 in favor of the Fire Brigade, in recognition of their valuable work in the recent fire.

Messrs Gatenby & Fisher were also present, and addressed the Council in extending their thanks for the forgiveness of the Council in having the fire equipment in such an excellent condition, and also heartily expressed their thanks to the Fire Brigade for their prompt and efficient service in saving their stock. They also included with their words of appreciation, a cheque for the members of the Brigade.

It was decided to discontinue the services of a caterer in connection with the nuisance grounds. The Council passed resolutions of thanks to Constable Tate for his work at the fire, and also to Chief McFarland and the members of the Fire Brigade, and other willing helpers.

It was decided to send a request to the Postmaster General and to E. F. Garland, M.P., requesting that better post office accommodation be provided. Mr. Miller, who was present, informed the Council that negotiations had been opened towards securing double the space formerly used by the Post Office.

The Council informally discussed the matter of still further improving the fire fighting equipment, such as extending a pipe line to the main street, extra hose shut off nozzles, rubber boots, pants and slicker coats, but it was decided to await the recommendations of the Fire Brigade, who purpose holding a meeting within a few days, when these matters will have full consideration from the standpoint of efficiency.

The Mayor and Councilor Schulte will meet E. F. Garland, M.P., in Calgary on Friday, and discuss with him the post office building situation.

It was decided to make a deposit of \$20 with the Calgary Land Title Office to be called last Tuesday.

A special grant of \$10 was made to Mrs. L. Kearns in appreciation of the kindness rendered during the recent fire, in serving hot coffee and sandwiches to the members of the Fire Brigade.

A few current accounts amounting to about \$20 were ordered paid.

Mayor Bell complimented the members of the Council upon the efficient work that had been done during the past year, and for the pleasant relations and harmony that had existed, which had resulted in being able to close the year in such a sound financial condition.

The High School students spent a very pleasant evening at the home of Charlie Mackintosh last Wednesday.

Mr. and Mrs. Thomas, from Gleichen were visitors at the home of Mr. and Mrs. Nat Anderson last week.

A number of the Dalmatian people attended the New Year at a social held in the Community Hall, when dancing and games were much enjoyed.

THE HOME NEWS
— FOR —
LYALTA
LANGDON
NANAKA
NIGHTINGALE
ROCKYFORD
REDLANDS
REIDLAND
STANDARD
STRATHMORE
TUDOR



House of Hobberlin

— OFFER —
DURING THE MONTH OF JANUARY

20 Per Cent.

— DISCOUNT ON —
SUITS & OVERCOATS

Excepting staple Blue, Gray and Black Materials.

\$25.00 Suit for	\$20.00
\$30.00 Suit for	\$24.00
\$40.00 Suit for	\$32.00
\$50.00 Suit for	\$40.00
\$65.00 Suit for	\$52.00

PLACE YOUR ORDER
NOW.

Thos. E. Wright

"MEN'S BETTER WEAR"

I Saw Last Week

SPURGE HUGHES telling Ray Melvin that Muscular was not going to be his ELMER JENKINS looking up his bank account with a view to buying up all the Standards and Jigs. The TELEPHONE STAFF looking up information on about the good looking man from Bassano, or perhaps it was Hanna. PETE TELFER falling in the river at High River when on patrol during a storm. TOM WRIGHT showing them the fine points in curling. JOHN TAYLOR making a punk shot and looking at the ladies saw how bad it was, and they did. CHARLIE KIMMETT remaining loyal to Frank Miller about the moon. WILFRED GARDNER marching around with his new curling broom, accompanied by Norman (atenby). FRED DUNN asking Linda if he would make him another proposition upon his next birthday. BOB ANDERSON advising everyone to get out and start curling. JOHN TAYLOR solemnly advising when the chinook softened up the ice. TED SCHULTE telling R. A. Brown and Jack Allen a few things about how to run an electric light plant. BILL SAUNDERS busy phoning to the members of the band to turn out at 7:30 New Year's eve. D. M. LUNDIE asking Ray Melvin to introduce the lady on a Calgary street car until after she had paid her fare. RED MEKCHIE too mad to talk about signs. POMER NELSON looking about having no dairy difficulties to solve during the fine weather. FRED ANDERSON enjoying himself at Carleton Community Hall. JACK ALLEN looking for the line trouble when he heard that Bob Brown would spend New Year's eve on the territory. COIN "HLOW SCHULTE estimating the Bassano dam makes the Bow Valley independent of Spray Lakes. GEORGE QUINN wishing that he could spend New Year's eve with Jim Conn. BILL SAUNDERS New Year's eve, standing on Second Street, discussing the possibilities of fire, and then spending the next two hours telling the neighbors about coming to Alberta in a covered wagon in 1866. SHORTY going back for the 4th trip to save overcoats at the big fire. BILL TIERNEY looking for the adjuster to settle his claim for a very valuable shirt. JAMES SAUNDERS working overtime trying to waken his son Bill to attend the fire. FRED J. DUNN explaining how he failed to hear the fire bell. JAMES HENRY knows in Calgary as "Sunny Jim", in a deep study before lacking the "Wop" fire loss. MR. DINGLE, of the P. O. Inspector's staff, making fast foot work to get to church on time. MAYOR BELL and COUNCILLOR MINER trying to estimate how much it will cost to replace the firemen's ruined clothes. KING KELLY missing four or five dances because the saxophone player was an absentee at the dance on Friday night. ELMER JENKINS making his way to Bassano, looking very sad. JIM GUNN telling the orchestra a few things about cutting out the music too early for New Year's.

BIG NICKLE PLANT WILL RESUME OPERATIONS

HULL, Que.—The big plant of the British American Nickel Co. at Deschambes, P.Q., near Arimor, which has lain idle since early in the war, is shortly to be operated again, probably in connection with the big power developments of the Gadenau Power Co. and also in connection with the refining of ore from the Rossy district. The announcement of the reopening of the plant is made by W. A. McCallum, president of McCallum, Smith & Co., Montreal, this firm having purchased the plant outright.

ALL OUT OF STEP BUT JOCK

People needlessly worry over their affairs, especially in regard to future. If each of us could concentrate upon today's affairs, giving the best we have to solve today's problems, the result would be that future events would be amply provided for through the new of today.

The New Year presents a period of mental stocktaking, and gives an opportunity for everyone to work for the home town.

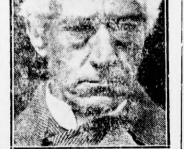
Purchase your requirements as far as it is possible from your local dealer; if they should not happen to carry the particular line that you require, give them a chance to get it for you; boost your own town, and don't be a chronic kicker.

Many think that the "buy at home" campaign is solely in the interests of the business men. They only receive a very small percentage of profit on the turnover. It is the general volume of business that is developed that helps everyone by giving more employment, and everyone employed requires the services of other people, either directly or indirectly, hence, if one firm prospers, everyone in the community prospers if he is the right type and does his part of the community work.

Every town has some undesirable who go around with a chip on their shoulder looking for trouble, and sooner or later they find it.

This type has only one thought in the world, and it is included in the personal pronoun "I".

Here like the lady who watching the Kluge regiment marching past, and remarked that the whole regiment was out of step EXCEPT her son Jack.



THE CHAIR OF BASEBALL
A new picture of Judge Landis, who unearched the baseball scandal that brought about the downfall of Cobb, Seaver, Joe Wood and Dutch Leonard. The Judge only a few days before the scandal had his salary increased from \$50,000 to \$65,000 per year.

LETHBRIDGE NORTHERN IRRIGATION DISTRICT RECEIVING SETTLERS

LETHBRIDGE, Alta.—Eleven cars of settlers and effects moved from Foremost to Turin in the Lethbridge Northern Irrigation District, on December 6th. They were well supplied with livestock, equipment and household effects. This movement into the big irrigation area north of the city is only an outstanding feature of a steady colonization programme that has been actively under way all this year. Since August, 1925, 325 families have been placed on Lethbridge Northern farms and in practically every case they are happy and prospering.

Your Business will be apperclated

START THE NEW YEAR RIGHT BY ORDERING YOUR MEAT FROM US.

MY MOTTO—"Quality, Service and a Satisfied Customer."

Fred A. Cott, Prop.

Store Phone 74

Residence 77

THE CONFECTIONERY

Ice Cream - Soft Drinks - Sodas - Sundaes
Cigars - Cigarettes - Tobacco
Lowney's and Moir's Chocolates Mixed Candy
LIGHT LUNCHEAS, A SPECIALTY
Ladies Rest Room in connection.

MRS. L. KEARNS

Strathmore

Alberta

ALBERTA REGISTERED SEED GRAIN FOR SALE

Registered and Extra No. 1 Marquis Wheat, Victory and Banner Oats, at reasonable prices High Germination, clean and true to type.

On account of our supply being rather limited, farmers should order early.

For prices and particulars apply to:

W. J. STEPHEN,
Field Crop Commissioner
Department of Agriculture, Edmonton, Alberta

NOTICE

Owing to our recent heavy loss by Fire, will you kindly oblige by making immediate payment of your account to F. J. Dunn.

We will open our business again in a few days.

STRATHMORE MEAT MARKET

A. Bray, Proprietor

Phone 20, Residence 1—

Phone 40, Store

LANGDON

The I.O.O.F. Annual Ball, given December 30th, was conceded by everyone present the social event of the season.

Mrs. R. D. Dye and baby, of Alis, and Mr. and Mrs. Richards and children of Oida, were guests at the V. E. Dye and L. Bittle homes for New Year's. They returned to their homes on Monday.

Mr. and Mrs. J. J. Colwell are rejoicing over the arrival of a baby girl, born December 30th.

Mrs. A. McNeill and Mrs. Wm. Barron, were hostesses at a delightful "500" party at the home of the former on Tuesday, December 28th, in honor of Mrs. Nellie Barron, who was home.

for the holidays. Delicious refreshments were served after which dancing was enjoyed till morning. About fifty guests were present. Mrs. W. Smith and D. Snider were the first prize, Mrs. L. Bittle and P. Henderson, the booties.

Leland Lewis has been quite ill with an abscess on his ear.

H. L. Griffe and Mrs. Griffe have moved to Calgary for the winter months so that Dick might be at home while his leg gets better.

Bertha McLeod spent the holidays with her friend Katherine Moe.

Mr. and Mrs. P. Murny and family of Redcliff, Alta., and Mrs. F. Nichols of Sidewind, Sask., were visitors at the Wm. Barron home for the New Year.

This is the third of a series of advertisements which will appear in this paper in the first issue of each month.

RESOLUTION No. 1 FOR 1927

RESOLVED—THAT I WILL PLACE ALL MY 1927 INSURANCE BUSINESS WITH "FRED".
THIS IS ONE YOU CAN KEEP WITHOUT REGRETS.

INSURANCE

FARM LANDS
TOWN PROPERTY
SALES OR TRADES
STOCKS & BONDS
MONEY TO LEND

LIFE, FIRE, AUTO, CASUALTY,
LIVE STOCK, MUSICAL INSTRUMENTS, GRAIN, in fact we insure anything insurable.

COMMISSIONER FOR OATHS
AUDITING
CORRESPONDENCE
OIL STOCKS
CONVEYANCING

"WE DON'T CHARGE YOU FOR WHAT WE KNOW, WE CHARGE YOU FOR WHAT WE DO"

FRED J. DUNN, Proprietor,
Phones 98 and 91

STRATHMORE AGENCIES

STRATHMORE, ALBERTA

This Agency is a member of the Alberta Insurance Agent's Association which admits specialists only.

SAVE YOUR BATTERIES

We have the equipment to protect your batteries when charging them.
Batteries never should be charged without a voltage regulator. We have it—hence your battery is protected.

Service and Efficiency. Watch Us Grow.

OTTO & SPRING

Strathmore,

Alberta

HUB

BILLIARD ROOM &
BOWLING ALLEYS
Strathmore

Tobaccos and All
Smokers' Necessaries.
"The Home of Real
Sport"

R. HAMBLY, Prop.

We Have a Few
FIXTURES
on hand at very reason-
able prices.

M. F. Kimpston
Strathmore, Alta.

NOW IS THE TIME
to have your Furnace
overhauled, or new
one installed.
Estimates free.

J. V. MORAN
Strathmore, Alta.

KEOMA

A Happy New Year to everybody.

The U.F.W.A. held its annual meet-
ing at the home of Mrs. Hull last
Wednesday, December 29th. A large
number of members were present.
The ladies were unanimous in the
wish that the President, Mrs. Gail-
way, should keep her office. They all
felt that with such a powerful or-
gan local is bound to be a great suc-
cess.
The vice-president is Mrs. Rintoul,
who held that office last year. The sec-
retary, Mrs. W. Wright, was our
secretary-treasurer last year too. The
local has done a year's good work,
both towards home societies, and to
charities. For the delegate to the
U.F.W.A. convention, it was voted that
Mrs. M. Galloway should undertake
that position.

We are very sorry to have to report
that Mrs. W. Rintoul is very ill. We
all wish her a very speedy recovery.

Congratulations to Mr. and Mrs. P.
Brown on the birth of a son December
22nd.

A very enjoyable New Year's dance
was held on Friday night. In spite
of the uncertain roads, a large crowd
attended, and had a good time. At 12
o'clock all joined hands and sang
"Auld Lang Syne" with great road
will. Chapin's orchestra were better
than ever, and sure started the New
Year well.

The U.F.W.A. have bought two car-
loads of seed oats from the prize-win-
ing district of Wembley.

Mr. and Mrs. A. Allsup and family
have gone to the coast for a few weeks
holiday.

Mrs. Ross and daughter spent
Christmas holidays with Mrs. Clark.

Miss Clara Park and Miss Catherine
Loffman are returning to Calgary
to continue school after spending their
holidays at home.

Mrs. Graham spent Christmas with
her daughter, Mrs. Melvin Galloway.

We are very pleased to see Mrs. R.
Kimpston looking so cheerful again.
We know this means good news from
her.

Mr. Kimpston at Rochester.

CARSELAND

The Carseland Community Hall was
formally opened last Wednesday night,
when about four hundred people gath-
ered there to celebrate the occasion
for which they had been waiting for
many years. The evening was en-
joyed by everyone there. The dance
floor was well filled with dancers, and
the very excellent music by the
Troubadours, from Calgary. A
very excellent lunch was served (table
d'hôte) style, and everyone was giving
a helping hand where needed.
Much credit is due the board and others
who so diligently assisted in the
finishing of the hall in time for the
opening, and the community wishes
to thank everyone who helped to
make the opening a success.

Don't forget the annual school meet-
ing to be held Saturday, January 15th.
Everyone should attend and help look
after their own business.

The net receipts of the opening
dance in the hall exceeded three
hundred dollars. A few dollars more
we will have the hall clear of debts.

The next dance will be held in the
hall on Friday night, January 14th,
on old time dances with good music.

Some one suggested that we should
furnish coats for the musicians, as it
seems a shame to waste such wonder-
ful opportunities for complete repose
as the periods between dances af-
ford, and to help out their dancers
from becoming fatigued from too much
walking—some kind of revolving plat-
form should be installed.

The Carseland Community Hall an-
nual meeting will be held on Friday
night, January 7th. Come to the
meeting and hear about the results
of a wonderful cooperative effort.

At this meeting a board of directors
will be elected for one year, and much
other business will be discussed.

School opened on Monday with
full attendance. The teachers and
pupils much refreshed by their short
rest, and all well away to a good
start on the next quarter of the year's
work.

Mr. Oscar Moorehouse is home from
the hospital, and able to get around
a little.

The young people who were home
for the Christmas season, have all re-
turned to their school and work.
Wendell Phillips, George Garnett and
Nellie Gibson to their teaching; Joe
Garnett, Cecil Cole, Bob Holden and
Tom Haynes back to Tech at Calgary;
Doris Field to Normal; Wilbur and
Pearl Melendy to Olds Agricultural
College; Alfred Bergquist and Mar-
guerite Dawson to Calgary High school.

The last time Harold Smith was in
Calgary, he was not feeling quite
right physically, and acting upon the
suggestion that a stitch in time saves
nine, he thought he would seek
medical advice. Smith was exceed-
ingly nervous, and the doctor sus-
pected that it was a mental case.
"Now," said the physician, "if you
were passing a house where the cur-
tains were lowered, and you saw a
man whom you knew to be a doctor
so in hurriedly, and a little while
later, a preacher entered, and a few
minutes afterwards an undertaker
drove up to the door, what would you
surmise had happened in that house?"

Smith looked wise, scraped his left
toe against his right shin and replied:
"Well, sir, I think that he had a still
in there."

"My dear boy," snapped the doctor,
"All you need is a rest, you are simply
suffering from over work. You do not
need any medicine—simply the rest
you will do the trick. Five dollars,
please!"

J. G. Forbes remarks that that
doctor is a joke.

The United Church Sunday School
at Carseland, gave a party to the
children on Tuesday, December 28. The
Church was daintily arranged with
small tables, and Xmas decorations.

After supper, the floor was cleared
and children and parents entered
heartily into games. During the eve-
ning, Misses Lena Dick, Emma Dick,
Doris Field, Helen Dahl, and
Rev. Percy Johnson sang several real
old gospel songs, and Mrs. Garnett
gave three very effective readings.
The party was pronounced a great suc-
cess.

There will not be a preaching ser-
vice held in the Blind Rock School on
Sunday evenings, for a week, owing to
the prevalence of sickness in the
community.

MERIT, QUALITY EXCELLENCE

THAT CERTAINLY MEANS

CALGARY

"THE BEER WITH A REPUTATION"

On Sale
Everywhere

Cassey Nerrings,
Local Agent

CALGARY BREWING & MALTING CO.



This advertisement is not inserted by the Alberta Liquor Control Board
nor by the Government of the Province of Alberta.

KEEP THE COAL BIN WELL FILLED

With the advent of cold weather
there has arisen this year more than
the usual number of stories of the
shortage of coal in the prairies. This
is due in several causes, they can be
enumerated in order. Firstly, the
first is due to the severity with which
extreme weather set down all at
once, and without warning, contrib-
uting to the general discomfort is the
fact that many dealers had not placed
sufficient orders in advance to meet
the sudden onslaught of buyers and
added to this customers had neglected
to notify their dealers of their wants
so that orders might be placed ac-
cordingly.

Taking the history of winters on
the Canadian Prairies for the past
number of years it may almost be
stated with certainty that the present
season will be up to the standard of
the old time ones and while authori-
ties on the weather all agree that
much of the so-called prophetic vis-
ions of hard winters are guess work,
the fact remains that right now rail-
way transportation is a problem for
the managements on account of snow
and cold weather, and are asking col-
lectors and consumers as well to take
these facts into consideration and
place orders for coal as far in advance
as it is possible to do so. The whole
community will be served by doing
this.

MUSSOLINI GETS AFTER THE BACHELORS

LONDON—It will not pay to remain
a bachelor in Italy if Mussolini can
manage it. The Duce has issued a
federation against single men, and
proposes to tax them heavily. This
is not the first time that he has de-
clared on bachelors. History is full of
attempts to drive men into the
married state, but most of them have
failed for one reason or another. The
Italian Dictator may succeed where
others failed. He has a way of forc-
ing his will upon the people.

"TURN ABOUT FAIR PLAY"

(Quebec Chronicle-Telegraph)

The system of alternating between
English and French-speaking incum-
bents of public offices was a wise
compromise hit upon by those who were
anxious for the success of Confedera-
tion. In later times, as Canadians
have lost much of the high vision of
the Fathers of Confederation, and as
their chief preoccupation has come
to be to interpret the letter of the
confederative pact to the advantage
of one nationality or of the other, this
system that is not only wise and fair,
but that gave general satisfaction, has
been more and more departed from.

Mrs. Bergquist, Carseland, picked a
bouquet of pansies from her garden
on Sunday, January 2, and placed on
the table in the United Church.

THE LABEL

on your paper indicates the
date on which your subscrip-
tion expires. If YOU are in
arrears we would appreciate
an immediate settlement.

Job Printing

BILLHEADS,
LETTERHEADS,
DODGERS,
LOOSELEAF ACCOUNTS,
PROGRAMMES,
ENVELOPES,
VISITING AND BUSINESS
CARDS,
POSTERS AND SALE BILLS,
PRIZE LISTS, PAMPHLETS,
MUNICIPAL PRINTING,
MERCANTILE SALE POSTERS,
AUCTION SALE POSTERS,
ADMISSION TICKETS,

STRATHMORE AND BOW VALLEY STANDARD

PRINTERS AND PUBLISHERS

FIRE SALE

WE HAVE MADE SETTLEMENT WITH THE INSURANCE CO. OUR ENTIRE STOCK WILL BE ON SALE SATURDAY, JAN. 8th

Doors Open
9 a.m.

MOST OF OUR GOODS ARE ONLY DAMAGED BY WATER AND SMELL A LITTLE OF SMOKE BUT EVERY ITEM WILL BE MARKED AT A PRICE SO RIDICULOUS AS TO WELL REPAY YOU FOR CLEANING AND LAUNDRY.

We have no time to give prices we are too busy getting ready the wonderful bargains which will be displayed all over our store Saturday.

STORE CLOSED ALL DAY FRIDAY, JANUARY 7th

**for Displaying and
Marking of Stock**

Bring in
Your Produce

GATENBY & FISHER, STRATHMORE

CHURCH BULLETIN

ROMAN CATHOLIC CHURCH

1st Sunday of month, Mass at Carleton 9 a.m., Strathmore 11 a.m.
3rd Sunday of month, Mass at Langdon 9 a.m., Strathmore at 11 a.m.
Rev. J. E. DUGGAN, Pastor.

UNITED CHURCH SERVICES

Sunday, January 8th, 1927
Public Worship at Chesham at 2:30 p.m., and at Strathmore at 7:30 p.m.
Church School at Strathmore at 11 a.m.

If the road to Nanaka is open for cars the minister will receive regular weekly services at noon.

Regular groups meet this week as usual.
All Young People are invited to the interesting and instructive meetings of the Y.P.S. in the Strathmore Church each Tuesday evening at 8 o'clock.

ARTHUR H. ROWE, Minister

ST. MICHAEL & ALL ANGELS CHURCH

Sunday, January 8, 1927
Holy Communion, 8 a.m.
Matins and Services, 11 a.m.
Sunday School, 12 noon.
Even Song, 7:30 p.m.
Rev. J. T. SMITH, Pastor

CARLETON UNITED CHURCH

Daleshead—Preaching Service at 11 a.m., Sunday School and Bible Class at 12 noon.

Carleton—Sunday School at 2 p.m., Preaching Service at 2 p.m.

On account of sickness in the community there will not be a service at Blind Creek on Sunday evening.

The Explorers will meet in the church at Carleton on Tuesday, at 7:30 p.m.

The Tuxis Hunter Square will meet on Tuesday at 7:30 p.m.

Rev. FENNY JOHNSON, Pastor

LOCAL NOTINGS

Councillor Schulte and R. A. Brown, General Manager of the United Electrical and Engineering Co., were the guests of the Bassano Fire ladders, given at Bassano on New Year's Eve. "Ted" says the ladders are real thing, put on the Bassano boys are accustomed to do things. Nuff Sed.

A Card Party, Whist and Bridge, followed by an old time dance, will be given in the dining room of the Municipal Hall, on Friday, January 14, under the auspices of the Women's Institute.

Dr. Moore made a real Xmas presentation to Andy Kitcher, whom he presented with a charming daughter on Xmas Eve, and on New Year's Day, a better daughter for Pete Melanichuk.

You had a good time if you attended the last dance in Nightingale. Well, here is the chance to repeat, on Friday January 14th.

El. Gray, who lives about 8 miles north, picked up a beautiful bunch of canes in his garden this week. Mr. Gray is quite certain that the Bow Valley will soon be producing bananas.

"Jim" Gunn, the Bow Valley Tex. Rickard, notes that Gloria Swanson is anxious to locate a quiet spot to rest, and Jim says that according to Jack Towns, Gleichen would about suit Gloria—it is such a restful spot.

Councillor Ted Schulte was just about the proudest citizen in town on Sunday, while parading around telling people about the effective work of the Fire Brigade and the water supply furnished by the aid of the new motor, for which he stood sponsor, when the water was being considered by the Town Council.

LETHBRIDGE PIONEER DEAD

LETHBRIDGE—E. J. HILL, 65, pioneer merchant of Lethbridge, died last week. He came from Toronto 34 years ago and built up a large departmental store business here.

Frank Miller maintains that he didn't start the fire in the King Edward Block. It keeps him busy paying them out, and he thinks the insurance rates should be lowered when it has been shown five times in eight years that it will not burn.

January 14th will be the big night at Nightingale, when they put on a dance. Everybody will have a good time, good eats, good music, and a good dance.

Marshall Kimpton has joined the staff of the United Electrical and Engineering Company.

Everyone was delighted with the service that the Fire ladders gave at the Fire on Sunday, and everyone will have an opportunity of showing their appreciation by supporting the boys at their big dance in the Municipal Hall, on Friday, January 14th. Get your ticket early and avoid the rush.

The management of the Strathmore Skating Rink, wishes all patrons the compliments of the season, and requests everyone to boost for a successful season of sport. Band on Monday night: Ticket holders 25c; non-ticket holders 35c; Children, ticket holders 15c; non-ticket holders 25c.

Alfred Anderson, Bob Woodrow, Mr. Davis, and the famous "Smitty," Andrew Anderson, Mr. Dahl, Ed. Nelson, Frank K. Naah, from Carleton, were in town on Wednesday.

The members of Bow Valley Council M. D. 215, met on Wednesday to receive the financial statement just prepared by the auditors, W. H. Thompson & Co., Chartered Accountants, of Calgary. D. N. Gardiner, the popular and efficient secretary is to be congratulated upon having his book in shape to have the audit completed and presented to the council on the fifth day of the month, one of which was a holiday, and another a Sunday.

CANADIAN FIELD CROPS EXCEED BILLION DOLLARS

OTTAWA, Ont.—The value of the principal field crops of Canada in 1926, according to a primary estimate of the Dominion Government, amounts to \$1,065,822,000, in which wheat accounts for \$422,673,000; oats \$185,625,000 and barley \$54,920,000. The value of the wheat crop in the three Prairie Provinces is estimated at \$411,101,000, and the oat crop \$96,882,000.

ORIGINAL EGYPTIAN INCUBATORS AT OTTAWA EXHIBITION

OTTAWA, Ont.—Mohammed Askar Bey, of Cairo, Egypt, has notified the secretary of the World's Poultry Congress that the Egyptian Department of Agriculture has decided to be represented at the Congress to be held here next July. Among the exhibits will be original Egyptian incubators, made of mud brick and operated from inside.

SHIPBUILDERS PRODUCED NEARLY 300 VESSELS

MONTREAL, Que.—Two hundred and ninety-four vessels of 55,295 gross tons and 45,923 net tons, were built in Canada and registered during the year 1925, according to the Department of Marine and Fisheries. Wood vessels built consisted of 140 sailing and 5 steam. Of the total tonnage 23,448 was attributed to British Columbia, 11,250 tons to Ontario, 7,670 tons to Quebec and 2,102 to Nova Scotia.

TO OUR READERS

The Standard will be glad to have the names of visitors in town and accounts of various social events for publication. Such communications should be signed and the address of the sender given. Readers in the surrounding districts are especially invited to send us news. We want to cover the whole Bow Valley. Make the Standard your Home Paper.



MOUNT ROYAL COLLEGE CALGARY ALBERTA

REV. G. W. KERBY, B.A., D.D., Principal

Thorough training in Academic and Commercial Courses. Start with our WINTER TERM, January 4th, shorthand, Typewriting, Bookkeeping, etc. Up-to-date equipment. Exceptional Employment opportunities for graduates.

FEES FOR WINTER TERM: Academic Department \$180; Commercial Department \$185 (including Board, Tuition and Laundry). Write the Registrar for Detailed Information.



MARTIN-SENOUR "100% PURE" Paint

Made in the West
to Suit Western Conditions

Did you ever paint a building and find in a short time that the paint had cracked, curled and chipped? Chances are the paint you used was not suitable to this climate.

From our intense summer heat to our extreme winter cold is a severe test for paint.

MARTIN-SENOUR "100% Pure" Paint is made in Winnipeg, to a formula that has been tested to withstand western climatic changes—that is why it retains its new freshness so long.

Because of its absolute purity MARTIN-SENOUR "100% Pure" Paint is the most economical that can be obtained. It lasts longer, and it covers more surface per gallon.

You never need seek further than a MARTIN-SENOUR dealer for the materials for any and every paint job. There's a MARTIN-SENOUR product specially prepared for every surface and for every purpose—and the dealer is equipped to give you complete information, color cards and practical suggestions. Call on him for good service.

FREE!

You'll find our free booklet, "Home Painting Made Easy" and "Good Painting," interesting and useful, filled on a post-card to Winnipeg, and we will mail them promptly.

The MARTIN-SENOUR CO. Limited
Makers of 100% Pure Paint

WINNIPEG



Want Ad's Bring Results - Advertise

ROCKYFORD DISTRICT NEWS

New Year's Gifts

WE WISH ALL OUR CUSTOMERS
AND FRIENDS HAPPINESS
AND PROSPERITY
IN 1927.

**ROCKYFORD DRUG &
CONFECTIONERY COY.**

Phone 23

Phone 23

Now Is The Time

TO HAVE THAT OVERHAUL DONE, WHEN THE TIME
IS NOT RUSHING.

ALL WORK PROMPTLY DONE.

F.W. GIBSON
ROCKYFORD GARAGE

Dealers in Chevrolet Motor Cars, and Atwater Kent
Motor Accessories of Every Description

HAVE YOU HEARD THE NEW

Orthophonic Victrola

IT IS A WONDERFUL MUSICAL INSTRUMENT
Demonstrated by Bert Ervill of the Rockyford Drug Company.
CONSOLETE \$115.00 — GRANADA \$200.00 — CREDEZNA \$385.00
An ORTHOPHONIC makes an Excellent
Christmas Gift.

A.L.F. Peters

GROCERIES FOR
DECEMBER
WE OFFER YOU
Choice White Flgs. 2lbs. . . . 25c
Choice Hallow Dates 2lbs. . . . 25c
Choice California Prunes, 9lbs. . . . 50c
Choice Evap. Peaches, 2lbs. . . . 50c
Choice Ontario Evap. Apples, 3lbs. . . . 50c
Pure Pineapple Marmalade, 4lbs. . . . 80c
Pure Orange Marmalade, 4lbs. . . . 80c
Pure Plum Jam, 4lbs. . . . 55c
Assorted Mixed Jam, 4lbs. . . . 55c
Molasses G. B's 50c
Beck's Honey, 5lb. . . . 95c
Squirrel Peanut Butter, 1lb. 25c
5lbs. . . . \$1.25
O.K. Quaker Catsup, 2lb tin 17c
Choice Solid Pack Tomatoes, 6 for . . . \$1.00
Choice Quaker Pans, 6 for . . . \$1.00
Family Sodas 25c
\$1.00 Sodas for . . . 65c
Green Tea, per lb. . . . 65c
Orange Peaches, per lb. . . . 65c
Sartre Coffee, fresh ground, per lb. . . . 50c
Fivestring Brooms, each . . . 49c
Toilet Paper, 20 for . . . \$1.00
Raisins, seeded and seedless; Sun Maid Raisins, Candies, Fresh Mixed Nuts, Peas, Tobacco, Cigars, Cigarettes.
We handle Master Mechanics and other leading Overalls. Shirts, Smocks, Boots, Shoes, Rubbers, Gloves, Mitts, Work and Fancy Suspenders.
We will appreciate your orders and guarantee your satisfaction. Thanking you for your patronage.

A. L. F. Peters

PHONE 17, ROCKYFORD

READ THE WANT ADS.

ROCKYFORD

Mr. and Mrs. Fred Campbell, of Vancouver, spent New Year's with Mr. and Mrs. J. H. Campbell, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

A most enjoyable dance was held in the Rockyford Hall on New Year's Eve. There was a big attendance, and the new year was brought in in real old fashioned style. The whole evening was a great success. An exquisite lunch was served by the Catholic Women's League. While Mr. Bert Ervill took charge of the other arrangements, which could not have been improved upon.

Miss Leah Carpenter and Miss Emily both spent Xmas and New Year in Rockyford.

There will be a meeting of the ratepayers of the Layden school, to be held in the school house on January 8th, at 2 p.m.

Mrs. Stewart, of Meeting Creek, a sister of Mrs. Hewson, has been staying with Doctor and Mrs. Hewson for Xmas.

On Friday, January 7th, there will be a dance in the Rockyford Hall. The music will be furnished by the Imperial Radio Orchestra. There is sure to be a big crowd. Don't miss it.

Miss Lillian Tranes is at present on a visit with her parents at New Norway, and is expected back in Rockyford January 24th.

We are sorry to report that Mr. D. I. Pool had word that her father had died at his home at Tacoma, Washington, on Christmas Day. Mr. Pool left on Sunday, and will probably be away about two or three weeks. The greatest sympathy is felt for Mr. Pool in her sad bereavement.

Mrs. Jimmie Burns spent New Year with relatives in Oke.

Messrs Alex and Art Sangster were visitors to Calgary for New Year.

Mr. Boucher, who has disposed of the Rockyford Hotel to Mr. R. L. Stone of Frisco, left on Monday morning for Brooks, where he has acquired the new hotel. Mr. Boucher's many friends in Rockyford will wish him every success.

Mr. T. Hirt is shipping hogs on January 11th and 18th.

Mr. and Mrs. Bert Meyers spent New Year in Calgary.

The hockey game with Strathmore, which was to have taken place on Sunday, had to be postponed on account of the weather. However, it is an ill wind, etc. We certainly enjoyed the sunshine.

On January 3rd, the inhabitants of Rockyford enjoyed a splendid show. Mr. Jack Strange and troupe gave two performances in the Town Hall. Their previous success guaranteed them a good audience, who were all more than pleased with the entertainment offered. Previous to visiting Rockyford this party had been on for one week, where they played to a full house at the Empress Theatre.

Miss Mary Fouch of Carstairs, is at present on a visit to Mr. and Mrs. A. W. Miller.

Mr. and Mrs. Joe. Stinn have a new baby girl, born on December 27, in town, at the home of Mrs. Stinn's parents, whom she is visiting.

The annual meeting of the Rockyford U.P.A. Local, will be held in the Community Hall on Saturday, January 8th, at 2:30 p.m. The following business will be transacted: Financial statement, selection of delegate to the annual convention at Edmonton, election of officers, discussion as to procuring of seed oats in our local soils, general business, etc.

THE LABEL

on your paper indicates the date on which your subscription expires. If you are in arrears we would appreciate an immediate settlement.

STANDARD

The annual school Christmas concert was given in the S. & S. Hall on Wednesday evening, December 22nd, when a large audience listened attentively to a splendid program which consisted of a series of recitations, choruses, sketches, tableaux, and a pretty little operetta by the wee tots. The program showed a great amount of patience on the part of the teachers and a spirit of co-operation on the part of the pupils, which resulted in the finest Xmas program ever given in Standard. After the concert the Women's Institute served refreshments.

The Women's Institute entertained the pupils and teachers of the Dana school at a Christmas party on the Tuesday before school closed. After each child had received a gift from the brilliantly decorated tree, games were played, and later cocoa, sandwiches and cake were served.

Mrs. J. P. Hansen and sons Walter and Severn, were visitors to Calgary last week.

It was with regret that the residents of Standard and district learned of the death of Baby Norval Dahl in Calgary on December 22nd. The baby, who was thirteen months old, had been ill for some time, but his recovery was expected. The remains were brought down to Standard on Wednesday train, and after a funeral service in the Danish Lutheran Church, interment took place in the Standard Cemetery. A large number of floral tributes expressed to Mr. and Mrs. Dahl the sympathy of the entire district.

The Board of Trustees of the Danish Lutheran Church wish to extend their sincere thanks for the very loyal support they have received from the residents of this district during the past year.

The Danish Lutheran Sunday School held their annual Xmas tree in the church on Thursday afternoon.

Mrs. R. Gregory and Miss Helen Gregory were hostesses at a delightful

surprise birthday party for Mr. Gregory last Thursday evening. Mr. Gregory was taken completely by surprise when the guests arrived to wish him a "Happy Birthday." Cards were played for a short time. Mrs. A. L. Williams and Mr. W. A. Drydale won the prize for the highest scores. After a series of very amusing games, a delicious supper was served, which was followed by a social hour.

Mr. and Mrs. T. C. Dahl wish to express to their many friends their sincere gratitude for the many kindnesses and flowers, which they received during their recent and bereavement.

Mrs. Anton Nielsen is in the Holy Cross Hospital, Calgary, recovering from a recent operation.

Many of Standard's residents entertained and were entertained during the holiday season.

INTERESTING STATISTICS REGARDING RETURNED SOLDIERS' INSURANCE

OTTAWA, Ont.—A return tabled in the House of Commons shows that 25,165 returned soldiers are participating in the insurance scheme provided especially for them, and that the total insurance in force is \$55,572,990. There were 229 deaths during the past fiscal year, while 494 veterans surrendered their policies for cash and 4,419 ceased paying premiums. An interesting feature of the return is that there are thirteen policyholders between the ages of 70 and 74, and eight between the ages of 20 and 24, who must have been in their teens when the war ended.

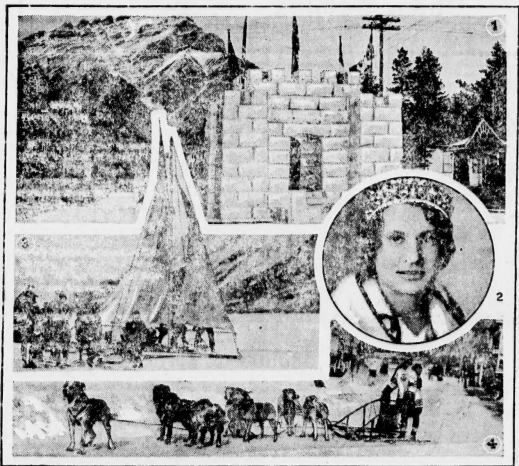
AT THE PACIFIC COAST

Vancouver Victoria **COLOR! PLAY! LIFE!**
Await the Prairie Guest
Equable Climate the Year Round
Outdoor Sports for Everybody
THE JOURNEY THERE
A JOY WHEN TRAVELLING

CANADIAN NATIONAL RAILWAYS

Choice of Routes on Land and Sea Stop-Overs
Travel Via Vancouver To Points in
WASHINGTON, OREGON, CALIFORNIA

Banff Putting on Brilliant Carnival



(1) Ice police on Banff main street during Carnival. (2) Mary Cross, Queen of the Carnival. (3) Ice-boating is popular in Lake Minnewanka nearby. (4) A typical ice-dog team.

Banff in winter and a complete abandonment of the joys of winter sports are synonymous. Those who are people in all parts of the world have happy memories of Banff in summer time. Fewer people know of the joys of Banff in winter but this famous mountain resort at this season of the year is becoming widely popular. The great annual winter carnival there has become a classic, and is beginning to draw its regular devotees as does the Mardi Gras at New Orleans and the Rose Tournament at Pasadena.

During the week of February 5 to 12 Banff will once again be the scene of one of the most brilliant winter carnivals on the continent. The climate is ideal for every type of sport. The most expert skiers and snow-shoers on the continent will be invited to take part in the most complete and excellent ski-jump that is erected at Banff will provide a test for the most expert in this art. Fancy skaters will display their graceful art on the rinks, which will also be the scene of many an exciting hockey game. Skating too is to be enjoyed. It is a new experiment in winter sports but provides plenty of action. Skijoring, tobogganing, dog sled driving, swimming in the hot sulphur pools on Sulphur mountain, are just a few of the attractions of Banff during the Carnival. The scenery setting has not its equal in the world.

What Quebec City means to the east for its winter sports, Banff means to the west. Calgary recently abandoned her winter carnival to join forces with the mountain resort. Instead of going to sleep for the winter like the bears that roam the nearby mountains, Banff keeps awake and with the coming of the snow takes on a new lease of life. Visitors come from every part of the world. Ice palaces are built and the town takes on a gay and festive appearance. The latest shows the Carnival Queen, Mrs. Mary Cross. The championship dog derby to "The Top of the World and Back" will be an outstanding event of the carnival. This event has become annual and provides the longest and most thrilling dog race in the world, being 173 miles in length and exceeding the famous Fox Derby by 23 miles. The finest and most picturesque toboggan slide in the Dominion is in operation at Banff this season. It is located high up on the side of Sulphur mountain and the start can readily be reached by motor car. Situated not a short distance from the curling club and skating rink, visitors will be able to alternate between these amusements.

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HEARD ON THE STREET

Last week Frank Miller was quite seriously ill. When he was convalescent some of his friends told him that his death had been announced in the Calgary papers. Frank was quite excited and rang up his friend Smith at Carleton.

"Quite really, this is Frank Miller speaking. Did you see the announcement of my death in the papers?"

"Yes," replied Harold, who is known to be quite a joker, "where are you speaking from?"

Pete Teffer, from top of pole from which four wires dangled: "Jack, catch hold of two of those wires."

Pete: "Feel anything?"

Jack: "No."

Pete: "Well, don't touch the other two, there's 2,000 volts in them."

Customer: "I've just been reading some statistics here—every time I breathe a man dies."

Wilfred Gardner: "Goah, man! Why don't you use Listerine?"

"What's the matter, John?"

"Why, ma'am, here's a note from my boss, in which he tells me that he's off on a little holiday and he wants me to send his drawing materials along."

"Well, and isn't that plain enough?"

"Hardly, ma'am. I don't know whether to send his paint brushes or a cork screw."

Englishmen never tell of jokes about Scottish thrift. Here is the latest one in London.

Two Scots were chatting.

"I see your friend Angus has married for the third time," said one.

"An expensive friend he's been to me," grumbled the other. "Two wreaths and three presents, and all in eighteen years."

The taxi suddenly came to a stop in the middle of the street at Calgary.

"What's the matter?" called Don McKay from the back seat.

"I thought the young lady said 'stop,'" answered the chauffeur.

"Well, she wasn't talking to you!"

An old Scotch couple, not too well blessed with this world's goods, had been left two hundred dollars by the husband's employer. They had never dreamed of having so much money of their own, and that evening they sat down to discuss their altered circumstances.

After a time, John rose to his feet, put his hands on his wife's shoulders, and observed: "Now, Janet, mind this, we're not going to make any show of our wealth. We'll just speak like the neighbors the same as if nothing had happened."

"What are you thinking?" asked Kelly. "They're crabs."

Kelly: "Are they fit to eat?"

"Are they? Why, which thin crabs are it? I've stewed them make better apple sauce than onions does."

Brandon: "Are you sure your wife knows that I'm coming out over the weekend?"

Blondell: "Of course. Didn't we argue about it for two hours this morning?"

Old gentleman: "My little man, you must say, 'I ain't going.'"

You must say, "I ain't no going." "He is not going," "we are no going," they are not going."

Tommy: "Ain't nobody going?"

Visitor: "Is your mother in?"

Nellie: "No, she has gone out."

Visitor: "When will she be back?"

Nellie (collaring indoors): "What do you say now, mother?"

Wife: "Is my hat on straight, dear?"

Husband (in a hurry): "Oh, yes, quite straight."

Wife: "Are you sure?"

Husband: "Yes, do come along."

Wife: "Oh, dear, I must go back. You see, it is not fashionable to wear this kind of a hat straight."

A school teacher went into Iceland to buy his friend a comb for Christmas. He was very careful of his grammar, and also other folks' grammar. He asked for a man's comb.

"Do you want a narrow man's comb?" asked the genial druggist.

"No," said the careful grammarian. "I want a comb for a stout man with rubber teeth!"

A church was making a drive or funds and two colored sisters were bearing down hard on Uncle Rastus—

"I can't give nuthin'," exclaimed the old darkey. "I owes nearly everybody in this here old town already."

"But," said one of the collectors, "don't you think you owe the Lord something, too?"

"I does, sister, indeed," said the old man, "but he ain't pushing me like my other creditors is."

D. A. Perry had a birthday recently and was presented with a bunch of roses, for which he returned thanks. Just then several people came in with messages to send.

Grasping the roses in his left hand, he began to work the key with his

"He is telegraphing those flowers," whispered one of the ladies in the waiting room. "Isn't it wonderful what science can do?"

Parson Brown was partaking of a chicken dinner with Brother Johnson. It was such a good chicken that Parson could no longer keep from speaking about it.

"That's de finest chicken Ah ever

What did you get hit?" he asked Brother Johnson.

"Parson Brown," slowly replied Johnson, "when you practices a fine

Elmer Jenkins says: "She is a telephone operator, and she rings true to me."

ROSEBUD

Rev. Mr. Halstead was on the sick bed early part of the week, and we are pleased to report, he is now improved in health now.

A splendid meeting of the U.F.A. and U.F.W.A. was enjoyed Wednesday afternoon in their room over the Co-Operative. The present officers were

Vigor is the delegate to their annual convention, which will be held in Edmonton January 18th to 21st inclusive.

The farmers are invited to attend the bridge party at the Comstock Bros. Saturday, January 15. As bridge is said, "there will be eats there."

Miss Georgia Kempt attended the New Year's Ball at the Palliser Hotel while in Calgary over the week end.

A most enjoyable bridge was given by Mr. J. W. McCallum, and his family, their home Thursday evening. "Bob" Leach carried home the twins. After cards a delightful luncheon was served. What about the musicians?

The young people, as well as those no longer young, have been taking advantage of the excellent skating in town the past week.

A routing good time was had at the New Year's Ball in the hall Friday evening. All sorts of noise was made to welcome in the New Year, and Mrs. Grant's orchestra was all that could be desired.

Don't forget the St. Patrick's dance will be held as usual in the hall March 17, by the U.F.A. and U.F.W.A. Special music has been secured, and a large attendance desired.

Mr. and Mrs. R. W. Brunner entertained the G. G. W. Family New Year's day.

Mr. and Mrs. Halstead and children, Mr. and Mrs. Deane and son, and Mr. W. Priestly, of Edmonton, were guests at the Comstock's Saturday.

The Rosebud Bridge Club is to hold a gentlemen's evening every two weeks, instead of the usual tournament. The alternate week the ladies will play by themselves.

Miss Elsie Kauts and the Hughes boys, spent a few days in Daletland.

The country school teachers returned from their vacations Sunday night, ready to begin their duties Monday morning.

Mr. and Mrs. Wilbur Payne visited Mrs. Burke last week.

Dea. Brunner has returned to Mount Royal College, Calgary.

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An error in names in last week's paper. The item should have been Harold Holm and Miss E. Larsen were married in Calgary, December 22nd.

After the wedding a reception was given the happy couple in the Empress Hotel. Many friends with the young people all the happiness possible during their wedded life.

Charles Schultz last six hours last week by their getting into the grain. Mr. Gill, of the Canadian Bank in Toronto, is spending two weeks in Toronto, where he will attend a bankers' meeting. He expected to visit Winnipeg enroute.

Hereafter please phone all news to Mrs. J. W. McCallum, phone 22 for publication before Monday of the week the paper is printed. Mrs. Comstock wishes to thank all who have helped make this column what it has been. When the column is omitted we miss it, so let us all help Mrs. McCallum in her work.

Best wishes for a Happy and Prosperous New Year. Signing off, G.E.C.

WHEAT PRODUCING COSTS SATISFACTORY IN MANITOBA

BRANDON, Man.—The net cost of producing an acre of wheat in Manitoba in 1923 was \$10.65, as compared with \$10.75 in the States of North Dakota and Minnesota, and the Manitoba acre produced 12.3 bushels of wheat, while that across the border yielded only 10.0 bushels, the cost per bushel of wheat being 87 cents in Manitoba and \$1.20 in North Dakota and Minnesota, according to Professor H. C. Pratt, of the Economics Department of the Manitoba Agricultural College, addressing the Winnipeg Board of Trade. "These costs do not include the rent of land," he added. "If interest for money invested in land were considered the Manitoba farmer would be still better off than his neighbor across the border, for the charges in this connection are about \$1.60 per acre lower than in the States to the south."

MANY AMERICAN SETTLERS ARRIVING IN CANADA

OTTAWA, Ont.—United States settlers continue to cross the border in large numbers despite the liteness of the season. November figures issued by the Department of Immigration and Colonization show that the Government Agency at Fargo, N.D., forwarded 123 settlers and seven cars of effects, compared with 105 settlers and four cars in the same month last year. The Kansas City Agency sent 46 settlers, as compared with four last year, and the Detroit Agency sent sixty, an increase of over 200 per cent over November, 1925.

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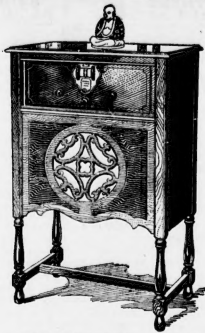
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All advertisement changes of copy must be in hands of printers by noon on Monday or no changes can be made or ads. discontinued.

Notices of entertainments, meetings, sales, etc., at which admission is charged, articles sold, or a collection taken, with the exception of actual church services, will be charged for at regular advertising rates.

BUILD AND MAINTAIN HIGHWAYS FOR ALL YEAR TRAFFIC

The Provincial Government might well consider the placing of an additional tax on gasoline, to be expended absolutely on good roads, and also making an appropriation not only for maintaining, but also a systematic plan of keeping the main highways open during the winter season. The farmers of the country are now being lured to provide highways which are more used by tourists during the summer months, when he is too busy with his field crops to enjoy, beyond a very limited extent. During the winter season when most of them are away from home, they are not even available for him to get to his own market town in order to transact his ordinary trading and business.

In the past any kind of a road was sufficient, if "poor old Tobbin" could manage to wobble over it.

The Governments are always slow to realize the absolute need of the public, and furthermore hesitate to engage in large expenditures until the cry of the people is very pronounced. The public have been just as low in suggesting ways and means of providing for heavy expenditures, and each locality would like to have the convenience without digging down in their pockets to provide the necessary funds. Governments, on the other hand, are helpless without increasing taxes in some manner, finding it just as impossible to stretch a dime into a silver dollar, as it is for the individual to do the same act.

This new province has much to gain by having good roads open all the year round, and certainly there are hundreds of automobile owners who would willingly pay an increased tax on the gasoline they use if they were assured of having the benefits of good roads. It would be quite possible to raise in this manner \$250,000 annually, and this amount added to the amount that is now being spent, would, within a few years, complete in first-class condition, all the Highways and also furnish assistance towards putting the cross roads in passable condition, which is almost as important as the Main Highways.

EXCESSIVE SELLING ENDANGERS INSTALLMENT SELLING SYSTEM

Installment purchasing has made most marked progress during the past few years.

The extent to which it has grown, has caused many to put up the danger signal.

The effect upon the social life has been most marked, and many sound communities have stated that this other factor has done so much to eradicate social tendencies of a dangerous nature.

Pools of limited means have been enabled to purchase automobiles, radios, and heaps of articles which make for the home life comfort, and thus to a great extent obliterate the point of difference between the working man and the more fortunate millionaire.

The main danger is the high pressure salesman who goes the rush act and completes a sale beyond the means of the more limited purchaser. This fellow will endeavor to force his system of credit beyond the hope of the purchaser, leaving him in a helpless, hopeless, and discouraging condition.

Thousands of automobiles, radios, and pianos are now owned by people of small means, that never would have saved enough to make a cash payment.

A good salesman will not try to

sell a man something beyond his ability to pay and a good firm should not employ a salesman of any other type. The Royal Bank in commenting on business conditions say in reference to the general payment plan it may be well to summarize the relationship of this plan to production, consumption, and to the financial structure. Careful consideration is due the argument that consumers' credit is a more balanced type of medium than producers' credit; the size of the credit created bears a more exact relation to consumption demand and to the value of the goods changing hands, and this factor in itself tends toward more balanced production. Diversity of risk is certainly tremendously increased when credit is extended to the individual consumer rather than to the producer and merchant. If it is considered that more skillful management of industrial credits on the part of the Federal Reserve system and this new consumers' credit show some tendency to reduce the psychological extremes of the business cycle, the change will be welcomed in that it will thus reduce the severity of the cycle. Increased consumption is itself a process tending toward cumulative buying power, and this factor, together with the diversity of risk in consumers' credit, seems to stamp this new development, properly controlled, as a distinct step forward.

Hudson's Bay RAILWAY OUTLOOK MOST PROMISING

The building of the Hudson Bay Railway, which has received so much notice, and also commendation, leaves those acquainted with the actual facts in regard to the wisdom of building the road in a quandary.

Dr. A. Larose, a resident of The Pas, has discussed the possibilities with Premier Bracken, who is particularly interested in the future of the railway.

Dr. Larose states that an immense salmon industry that will rival British Columbia will be one result, and that the Hudson Bay Company are making big preparations to exploit the fisheries to the fullest extent.

Dr. Larose also is very enthusiastic over the mineral possibilities, mentioning one property, the Flin Flon mining property alone that has visible are valued from two to three hundred million dollars, while in addition there

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are many more most promising properties.

The water powers, that simply awaiting development are very valuable, and that a second immense pulp mill will shortly be established at Grand Rapids.

It is expected that the White Mud falls on the Nelson River may be used to electricity the Hudson Bay Railroad.

The fur industry of that district will become much more valuable with easy means of transportation provided.

Thus it will be seen that very much more confidence is being expressed by one who is thoroughly conversant with the local conditions.

TOWN COUNCIL MERITS PUBLIC APPRECIATION AND ENDORSEMENT

The Mayor and Councillors merit the most sincere appreciation from the citizens of Strathmore. For they have made a contract to secure electrical power for lighting from the United Electrical and Engineering Co., in which a clause to furnish power for motor for the fighting purpose was provided.

A bylaw was submitted to the people and received the people's endorsement.

Only recently was the motor equipment installed, and the first opportunity for its use came early Sunday, when fire was discovered in the King Edward Hotel Block.

The best that the chemical engines were able to do was to keep the fire in check, and it was only a matter of time until it would get beyond control.

The new motor furnished a pressure that enabled the fire brigade to reach any desired spot, with the result that the building was saved, and the main damage, to smoke, except the Strathmore Meat Market, was that of water and smoke.

The fire certainly, without this equipment, would have gutted the whole block, and the strong possibility is that the buildings occupied by M. B. Garrett and Barbor & Craddock would have also destroyed, to say nothing of the chances that the fire might easily have leaped across the street.

The insurance companies have been saved a large amount of money, the business men very heavy losses, and the public a great deal of inconvenience, through the foresight of Mayor Bell and his Councillors. The insurance companies have an opportunity of showing their appreciation by making a liberal settlement with those who have suffered loss, and the people by their endorsement at the next municipal election of Mayor Bell and the retiring councillors.

NEED IMPROVED POST OFFICE ACCOMMODATION

The fire on New Year's night badly messed up the local post office, which will necessitate considerable repairing.

Would it not be an opportune time for the Dominion Government, through the Post Office Department, to loosen up a few dollars a day and give the public of Strathmore and district at least room in which it might be possible to swing two cats instead of one?

The Government can find ways and means to obtain millions of dollars for Canada, docks, railway extensions,

expensive post office buildings in its cities, to which but a very small percentage of the people ever make use of, because they are served through free deliveries, two, three, and even more times per day.

In the smaller towns where each individual is his own letter carrier, the post office accommodation is very important matter, but receives but scant consideration from either the Government or their inspectors, who seem to rest satisfied with the most meagre accommodation.

In the repairing of the damaged building, it would be opportune to secure better accommodation with the minimum of expense.

J. H. Martin, who is one of the most capable and efficient postmasters in the province, should be helped in his work by securing adequate quarters in which to serve the public with the least possible handicap.

Mayor Bell might try his hand, and even though he is a good Tory, possibly with an application of his Scotch salt he might be able to make an impression at Calgary headquarters. How about it, Mr. Mayor?

HONEY INDUSTRY RETURNING VERY BIG DIVIDENDS

VANCOUVER, B.C.—British Columbia's honey industry will return the record profit of 43 per cent on the capital invested this year, according to figures issued by the Department of Agriculture. Statistics for the present year show that the crop will amount to 898,257 pounds, valued at \$197,616, based at 22 cents per pound. To this is added the value of bees wax to the amount of 10,000 pounds, worth \$5,000. Comparing these figures with the estimated value of apiculture equipment on a basis of 16,588 hives at \$424.70, the percentage of profit is shown to be 43 per cent, a record for the province.

Excellence---
That makes and holds thousands of new friends daily.
"ORDER A CASE."
FROM THE HOUSE OF
SOLD EVERYWHERE

This advertisement is not inserted by the Alberta Liquor Control Board nor by the Government of the Province of Alberta.

LEGAL AND PROFESSIONAL

J. J. PETRIE
 Barrister, Solicitor, and Notary
 Public.
 Suite 2 Mills Block, 322a St. Ave. W.
 - Calgary.
 Strathmore every Saturday

Smclair & Jull
 Barrister, Solicitor, Notaries
 MONEY TO LOAN
 Offices 200-201 Bay Block, 326a, St.
 Avenue West, Calgary.
 Strathmore—King Edward Hotel—
 Friday 3.30 p.m. to Saturday 6 p.m.
 of each week.

Dr. T. W. Moore
 PHYSICIAN & SURGEON
 (Successor to A. W. Girvin)
 Office Phone 7, Res. 8
 Strathmore, Alberta

DR. HARRIES
 Veterinarian
 Office—C.P.R. Land Office
 Bldg. Opposite Station.
 Phone: Residence 76

DR. E. G. SIMMONDS
 Dentist
 M.R.C.S. (Eng) L.R.C.P. (Lond) L.D.S.
 RESIDENT DENTIST
 Attendance Every Day
 Office: Crown Lumber Company,
 Strathmore, Alberta

Dania Hotel
 STANDARD, ALTA.
 GOOD CLEAN ROOMS AT
 REASONABLE PRICES
 We are also serving Best Ice Cream
 In Town. Best Drinks and
 Soda Fountain, all
 flavors.

VICTOR PETERSEN
 Proprietor
 Phone 26, Standard, Alberta

FRATERNAL

CANADIAN LEGION
 322a
 STRATHMORE
 BRANCH
 No. 10.
 Meetings held monthly
 in the Memorial Hall.
 All Eligible welcomed
 as members.

GREAT WAR MEMORIAL HALL
 W. S. PATTERSON D. FRENCH
 Sec. Treas. President
 G. F. Kearns, Manager, Phone 69
 H. McGregor, Asst. Mgr., Phone 66
 C. Keeling, Sec. Treas.

CHASE & Co.
 Funeral Directors and
 Embalmers.
 Parlors 3rd Street,
 STRATHMORE.
 Phone 78.

F. E. LILLY
 INSURANCE OF ALL KINDS
 WISHING ONE AND ALL A MERRY
 CHRISTMAS AND A HAPPY
 NEW YEAR.
 Phone 87 Office 3rd Street

Nicada Style Shop
 DRESSMAKING
 Ladies Ready-To-Wear
 Novelties and Notions
 MISS ADAMS
 Phone 69, Strathmore, Alta.

GARRISON
 CARTAGE
 LIVESTOCK, FURNITURE,
 Rural Cartage of All Description
 by Auto Truck.
 Loads Hauled
 PHONE CALGARY 55042

You Require
 Protection

Then why not Insure
 with Canada's Largest
 and Strongest Life
 Company?

THE SUN

John Cusack
 Strathmore Repre-
 sentative.
 Room 4c,
 King Edward Hotel

MARKET YOUR
Hogs Sheep Calves
 By Auto Truck
 PROMPT DELIVERIES
 REASONABLE CHARGES

R. A. James
 203 Live Stock Exchange, Calgary
 Office: ES529 - Residence: M418

MUSIC
MRS. BOSWARD, MUS.
 BAC. M. S. I. S. M.
 Teacher of Piano-forte and
 Theory. Toronto Conservatory
 Examinations.
 PHONE 963

FURS
 We carry the finest
 quality furs in Western Can-
 ada.
KRAFT THE FURRIER
 Cor. 12th Ave. and St. West,
 CALGARY (Est. 1906) ALTA.

DALZIEL
 BUSINESS COLLEGE
 Shorthand Arithmetic
 Typewriting Rapid Cal. Penmanship
 Bookkeeping English Office training
 Punctuation Speed Classes
 Correspondence 50 to 200 words
 per minute
 405 Eighth Ave. West, Calgary.
 PHONE M4672

Hairdressing and
Marcelling
MISS ARIE DOWNEY
 House Phone 1104, Strathmore,
 Office Phone 69

Mac's Machine Shop
 3115 17th Ave. West
 CALGARY
 Tractor and Stationary Engine
 Cylinders reground and fitted
 with pistons and rings.
 Oxy Acetylene Welding.

Weather Report

December 29 to January 4
 — 5 —
 29. 40.2 15.0
 30. 40.2 15.0
 31. 46.0 19.2
 1. 36.0 29.0
 2. 42.2 30.0
 3. 39.0 27.5
 4. 32.0 18.2

ANNUAL MEETING

The annual meeting of the ratapay-
 ers of Alameda School District, No.
 1995, will be held at the school on
 January 6th, at 2 p.m.
ELBERT KLAVER
 Secretary-Treasurer

GRAIN PRICES

AT WINNIPEG
 — 6 —

WINNIPEG, January 5.—Opening fu-
 tures.
 Wheat—May 1/4 lower to 1/4 higher
 at 132 1/2 to 132 3/4; July 1/4 higher at
 132; October unchanged to 1/4 higher
 at 125 to 125 1/4.
 Oats—May 1/4 higher at 58 1/4.
 Barley—May 1/4 higher at 58.

COMING EVENTS

Alameda School meeting, Saturday,
 January 6th, 2 p.m.
 Turner School meeting, January 6th,
 2 p.m.
 The Fire Laddies will hold a dance
 in the Memorial Hall on Friday, Jan-
 uary 21st.

The Strathmore Girl Guides are
 holding a Mocking Bird Dance at the
 skating rink on Friday evening, Jan-
 uary 7th, at 8.30 p.m. sharp. Admis-
 sion 35c. Everybody come. Every-
 body welcome.

A Big Old Time Dance will be held
 in the New Carshed Community
 Hall, on Friday, January 14, 1927.
 A real old time orchestra will supply
 the music, and a real old time is
 guaranteed.

Dorothy Gish, the ever popular
 favorite, will be Manager Hirtle's at-
 traction next Friday and Saturday in
 "London".

Big Dance at Nightingale, Friday,
 January 14th.

A Card Party, Whist and Bridge,
 followed by an old time dance, will
 be given in the dining room of the
 Memorial Hall, on Friday, January 14,
 under the auspices of the Women's
 Institute.

WILL THE FARMERS LIKE IT

The Financial Times remarks that
 an announcement is made that a
 "Business Men's Commission on Agri-
 culture" has been named jointly by
 the National Industrial Board and the
 Chamber of Commerce of the United
 States. Its purpose, as stated by
 Charles Nagel, is to make an exhaus-
 tive study of the agricultural prob-
 lem. As the result of this study, it will
 make recommendations designed to pro-
 mote a well-balanced, sound and sustained
 national agricultural policy. The
 commission contains the names of
 well-known American business men
 and good results are hoped for.

This investigation of agriculture in
 the United States will be followed with
 considerable interest in Canada. It
 is now the methods of modern big
 business are applicable to agricul-
 ture is a question which is being fre-
 quently discussed without a satisfac-
 tory answer. So far as practical ex-
 periments are concerned big farming
 in Western Canada has generally been
 a failure. This has not been due to
 the quality of the land, but to the
 theory of applying modern ideas of
 organization to farming on a big scale
 is attractive but actually it has fal-
 len down because of the physical dis-
 advantages of handling labor and equip-
 ment over a large area, and because
 efficient managers and foremen are
 not available in a country where men
 with the necessary ability and expe-
 rience can secure land for themselves
 at comparatively small costs.

The agricultural problem in the
 United States today is a much more
 serious one than in Canada because
 our land values are lower and there
 is a great world market for our most
 important product—wheat. There are,
 however, such questions as rural
 credits and freight rates which are
 responsible for almost continuous con-
 troversy. If the American inquiry pro-
 vides any practical suggestions, it
 will have its benefits for Canada as
 well as for the United States, but we
 believe there is room for serious doubt
 as to whether anybody of business
 mind, appointed by themselves to act
 as doctors for agriculture, will find
 the patients subservient or willing to
 try their remedies.

WHEAT CROP BIGGER
 WASHINGTON—The 1925 world
 wheat crop estimate has been re-
 duced slightly by the reduction of
 7,515,000 bushels in the estimate for
 the United States crop, according to
 statistics compiled by the Bureau of
 Agricultural Economics, United States
 Department of Agriculture. The new
 figures for all countries reporting is now
 3,314,000,000 bushels, which is 1.6%
 above the total for the same countries
 in 1925.

CANADA'S INDUSTRIAL PROGRESS
 Canada's recent industrial pro-
 gress is reflected by the figures of
 employment recently sent out from
 Ottawa. At December 1st, after some
 thousands of workers had been dis-
 missed from seasonal occupations,
 the index figure for employment in
 Canada still stood at 101.3. This is
 the best showing at the first of De-
 cember for several years and com-
 pares with 95.3 at the corresponding
 time last year.

Political and Economic
 Air Cleared Ahead

OTTAWA—Nineteen Twenty-Seven
 finds less of uncertainty and more
 of confidence and cheerfulness in
 official and Government circles here
 than for many years past. The con-
 sensus of opinion appears to be that
 a period of political and economic
 instability has been left behind, and
 that the new year will achieve new
 records in industrial and financial.
 Such predictions, of course, are al-
 ways associated with the beginning
 of a new year, though they have not
 always been based upon as many
 solid facts as seem to justify them
 at the present time.

With eight months of the fiscal
 year accounted for, Mr. Robb finds
 customs revenue considerably
 greater than last year. Income tax
 and Post Office revenue less dimi-
 nished than was expected, and excise
 and special taxes all in advance of
 1925-26. As a consequence, the Min-
 ister of Finance is already working
 upon his promise of further tax re-
 ductions. The problem now being met
 whether decreases can be made but
 just precisely where they should be
 made.

Cut Income Tax Further
 Mr. Robb's own view, there is
 reason for believing is that the in-
 come tax should be further reduced,
 but such a proposal, unfortunately,
 presents political difficulties. The
 Canadian Council of Agriculture
 which claims to speak for the far-
 mers of Ontario, Manitoba, Saskat-
 chewan and Alberta, only recently
 passed a resolution warning the
 Government that the income tax
 must be maintained at its present
 level; and this view is backed up by
 the Western Progressives in Parlia-
 ment, and by not a few Western
 Liberals. Their view is that if tax-
 tion reductions must come they should
 come through tariff decreases.

The West may get its way about
 the income tax, but it is far less
 likely to have its views prevail in
 regard to the tariff. The Govern-
 ment, it is understood, has decided
 the ground that pending investigations
 by the Tariff Board, there should
 be no tinkering with tariff policy;
 and while it is quite possible that
 the Budget will see one or two minor
 readjustments, Canadian industry
 should safely make up its mind that
 it will not be interfered with this year.
 A substantial surplus, reduction of
 sales tax, elimination of stamp taxes,
 and a few unimportant tariff revisions,
 will probably comprise the Budget.

The Duncan Report
 With the Christmas and New Year's
 holidays over, the cabinet will face a
 number of major problems. The
 report of the Duncan Maritime Com-
 mission; the hearing of the report
 from the Railway Commission over
 Crow's Nest Pass rates; Mr. For-
 rest's new settlement scheme; and several
 other matters. The importance of the
 Duncan Commission has been
 grasped by the public. Those who
 have studied the report closely hold
 that its recommendations are much
 more far-reaching than is generally
 supposed. It is not only the railway
 King is understood to hold that he
 is pledged to their execution and will
 not back up his promise, there is
 equally good reason for stating that
 an influential wing of the cabinet is
 of opinion that in respect to one or
 two of the proposals it will be well to
 make haste slowly.

There is a lack of unanimity, too,
 regarding the appeal from the Rail-
 way Commission over the Crow's Nest
 Pass rates. The western section of
 the Ministry will, of course, throw
 its weight against the Commission,
 but President Bennett's warning of
 last week that the position
 of the railways is not as strong
 as the public believes, and that their
 future is imperilled by demands for
 wage increases and rate decreases,
 has not been without its effect. It
 would not be at all surprising to see
 the cabinet uphold the Railway Com-
 mission.

Effects of Strike
 The British ministry's strike is hav-
 ing an adverse effect upon exports
 of foodstuffs to Britain. Experts of
 such produce for the twelve months
 ending November totalled only \$62,
 \$77,315, as against \$4,953,869 for
 the same period last year—a loss of
 more than 22 millions. In 1924 Can-
 adian cattle in Britain reached such
 a record total that they were men-
 tioned in the Speech from the Throne.
 This year, under the baneful influence
 of the British strike, with its resulting
 contraction of British purchasing
 power, they have shown a notable de-
 fect. Thus:

1925	106,152 head
1926	75,550 head

THESE WANT AD'S BRING RESULTS

WANT AD'S

Rates for one insertion, 2 cents per word per issue, 1
 cent per word each additional issue, minimum charge 50c
 Cash must accompany ads.

HELP WANTED

BOY WANTED, ABLE TO RIDE,
 fond of horses, light weight. Apply
 to A. Layzell, Rockland Dairy, Hub
 Alta, 6 miles east of Calgary on
 Strathmore trail. Phone R215, Cal
 gary. 6-10

FOR SALE, 1 1/2 hp. FAIRBANKS
 Morse Engine, in A1 shape. Apply
 White & Son. 5-10

ANNUAL MEETING
 The annual meeting of the ratapay-
 ers of Crawford School District, No.
 2382, will be held at the school on
 January 8th, at 2 p.m.
 A. J. J. WEYERS,
 Secretary-Treasurer

BIG DANCE
 Nightingale Hall
 WEDNESDAY,
 JANUARY 12, 1927
 — Admission —
 Gents \$1, Ladies free
 Supper 50c per couple

These losses account for the fact
 that for the first eight months of
 this year our export trade shows
 a loss of 10,000,000 as compared
 with the corresponding period last
 year. This, while serious in its way,
 is not causing officials here too
 much concern. The decreases, it is
 pointed out, are due to cause over
 which Canada has no control, while
 room for comfort is also found in
 the fact that in most directions exports
 now show a considerable advance.

GUNS FOR SING SING

Machine guns are to be added to the
 arms equipment of Sing Sing Prison
 New York. Sing Sing now has more
 long term prisoners than ever before
 in its history, and prison officials are
 hopeful of being equipped with every
 defensive appliance.

STRATHMORE RINK, MONDAY EVENING, AT 8 P.M.

ADULTS		CHILDREN	
Ticket Holders	25c	Ticket Holders	15c
Non-Ticket Holders	35c	Non-Ticket Holders	25c

The management of the Rink wishes all patrons the compliments of
 the season. Everybody boost for a Successful Year of Sport.

STRATHMORE BAND IN ATTENDANCE

FLORAL DECORATIONS AND DESIGNS

MEARS FLORAL COMPANY
 Cut Flowers and Plants
 CALGARY
 Phone M338, M7139,
 91st Ave. 1st St. W.

HIRTLE'S THEATRE

FRIDAY & SATURDAY, JANUARY 7th and 8th,
DOROTHY GISH In—

"LONDON"

A British National Picture
 An Overseas Special.

7.30 p.m. and 9.15 p.m.
 — Regular Prices —